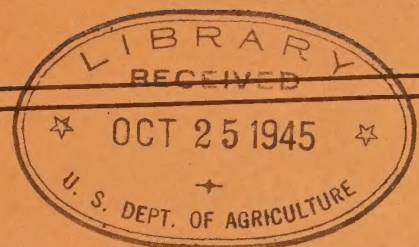


1.94
Ad 45-Ai
Reserve

~~AAA~~ Information CALENDAR



March 1941

This Month

Sign-up continues as the big job in the AAA, and the March Calendar further charts informational work on the important spring educational programs, with special emphasis to those for corn, cotton and wheat. Farmers need full opportunity to know the facts about these three crops before planting time and, in the case of wheat, to have all available information in view of the probable referendum.

Since the date tentatively set for the marketing quota referendum is fairly close, important educational work is ahead for every state where there are eligible voters. On pages 1 and 2 are an outline of the materials in preparation and the main points to be covered in educational and informational work.

Several State pieces are held up as good examples in the Miscellaneous Tips section (additional candidates welcomed)... Included in the Radio section are three suggestions for improving AAA radio programs, particularly the "documentaries"..... The principal program deadlines occurring before July 1 may be found on page 3 but check each one in your office, since some dates may be changed by State Committees.

New illustrations with this Calendar include four which are timed for use in current educational programs, the AAA shamrock, several spot illustrations, and three "parity panels." The latter may be turned into effective window displays, as suggested on page 7.

For more AAA news, turn the page.....

PREPARED BY THE DIVISION OF INFORMATION, AAA, FOR USE OF STATE
AAA OFFICES AND EXTENSION EDITORS.

Tips on Coming Events and Developments in AAA

Three Campaigns - The special educational programs in connection with three big crops - corn, cotton, and wheat - occurring along with sign-up for 1941, will call for full use of information. Regional and state meetings have covered most of the educational plans and broad outlines of the accompanying information work. The highlights of the programs are presented below.

Corn Campaign - Importance of high participation and preparation for probable marketing quotas are twin features of educational work in March and April. Present corn situation is the chief talking point. Background for discussion is contained in 6 informational pieces which have gone to field: (1) America Has Plenty of Corn; (2) Questions and Answers on Corn Marketing Quotas; (3) Corn Marketing Quota Provisions of AA Act of 1938; (4) Economic Effects of Corn Marketing Quotas; (5) Argentine Government to Sell Corn as Fuel; (6) Estimated Corn Supply Data for 1941-42.

Several weekly news stories for state or county fill-in will be sent to state offices. Three newspaper mats on corn situation are in preparation, and other visual aids will be developed. Special radio materials will likewise be available.

Cotton Campaign - Following the New Orleans meeting, the educational program is underway for the supplementary cotton program. AAA has a big row to hoe under assignments given at New Orleans. As you know, the program has three phases: (1) the voluntary additional acreage reduction, for which compensation will be made with \$25,000,000 of cotton stamps provided by SMA; (2) the live-at-home program which will seek best utilization of land released from cotton, including special garden practices provided through a \$5 million fund, and (3) the distribution and use of cotton stamps earned by farmers.

Information Materials - A question-and-answer leaflet has gone out to provide basic information on program details. To follow-up the initial announcement, a weekly was issued. Three weeklies followed this, with at least six more to come before May 15. Several farm flashes will parallel these.

Newspaper mats and a film strip are also planned for use in the educational campaign extending through June 1. There will also be a series of about six animated letters directed at growers and their families. These are suggested for duplication in the county offices.

Wheat Referendum - Material now being planned: (1) 8-page printed illustrated leaflet adapted from the Administrator's Des Moines address of January 29. This gives program background, stressing part played by quotas and will be available for distribution to all committeemen. (2) A small leaflet giving in brief and simple terms the reasons for quotas and how they work. This will be well-illustrated and will be available in quantities for distribution to all wheat farmers. (3) A short movie of

the news reel type featuring wheat and corn quota and background.
(4) Wall charts with large pictographs showing wheat situation.
(5) A pictograph film strip showing why quotas are needed and how they work. (6) News picture layouts (mats) for release (a) when quotas are announced and (b) a few days before the referendum.

March Jobs - If a local wheat quota information program has not already been drafted in detail, March is none too early since the referendum probably will be held by May 31. Early in March a team representing the regional and information offices plan to visit most of the wheat States to meet with State committeemen, fieldmen and information assistants. At that time State plans will be reviewed and developed.

For quota information program, March is the month to plan (a) what use can be made of existing information channels such as press, radio, house organs, regular visits to county offices, program meetings, and (b) how much additional material and activity will be needed such as circular letters, personal contact, special quota meetings, special window displays and exhibits, etc.

Main Points - In the January calendar three points were suggested as the major points to be stressed in the preliminary wheat information material. Now as the program enters a new phase - marketing quotas - these points have been expanded into the following which will serve as a guide when preparing your material:

1. Export Markets Gone. World surplus and military and economic blockades have robbed the U. S. wheat grower of virtually all his export market.
2. Program Protects Price. - Prospective U. S. wheat supplies are near the record set in 1931 and 1932 when prices dropped to 25 and 30 cents a bushel. The loan and other wheat measures are preventing today's surplus from driving prices to the same level.
3. Supplies Over Quota Level - Producing for markets that suddenly disappeared, the U. S. farmer faces a prospective wheat supply large enough to necessitate a marketing quota.
4. Quota Effect on Cooperator and Non-Cooperator - Under quotas each farmer who has seeded within his acreage allotment may market or feed all he produces. The farmer who has exceeded his acreage allotment may avoid payment of the penalty by storing the amount which he produced in excess of his farm quota. Excessive supplies of wheat will necessitate additional reduction of acreage allotments in 1942. Quotas make it advantageous for all wheat growers to plant within their allotments and the resulting smaller acreage will reduce supplies to more normal levels.
5. No Quota, No Price Support. - If the quotas are not approved, the law specifies that there can be no loans and hence no support to prevent wheat prices from falling to world levels. Low priced surplus wheat will mean more wheat fed, and therefore more competition to cattlemen, poultry producers, dairy farmers, and other farmers who make a living feeding stock.

Parity Rates - Announcement of parity rates for 1941 program will come about April first. With these, possible earnings for each farm may be computed, and States will want to tie the new rates to conservation rates already announced. A suggested weekly fill-in story will be sent out before the official announcement in Washington so that States may be prepared to service weeklies at once upon telegraphic notice of rates.

1942 Program - East Central is now planning county-wide meetings for community committeemen and state-wide meetings for county committeemen to make suggestions for the 1942 ACP. The first county meetings are planned for March. States of other regions will probably hold similar meetings.

Crop Insurance - The time has arrived for adjustments on winter wheat contracts affected by crop conditions and loss causes.

Dates and Deadlines - Make a note of these dates coming up in the next few months:

<u>Date</u>	<u>Region or State</u>	<u>Event</u>
Feb. 28	NCR - WR	Deadline, spring wheat crop insurance.
Mar. 1	NER	Final date for notifying farmers of 1941 farm acreage and yield data.
Mar. 31	All	Final date for filing applications for 1940 Agricultural Conservation Payments.
Apr. 15	ECR	Closing date for executing 1941 Farm Plan.
Apr. 30	All	Liquidation of CCC loans on warehouse-stored wheat and barley.
May 1	NCR - WR	Closing date for executing 1941 Farm Plans (except South Dakota range area).
May 31	All	Probable wheat marketing quota referendum.
June 1	ECR - SR	Closing date for filing intention to participate in Supplemental Cotton program.
June 1	NER	Final date for enrollment of farms in 1941 ACP
June 10-12	All	National AAA conference, Washington.
June 30	Ky., Tenn., Va., W.Va.	1941 program year ends.

Miscellaneous AAA Informational Tips

Feature Stories - Unusual wealth of material swells the usual March opportunities for feature stories. Stories tied into the current corn, cotton, and wheat educational programs are possibilities for Sunday supplements, farm pages, and the farm press. A suggestion made for the East Central region, but applicable elsewhere, calls for a write-up of a farm which has done a good job of seeding for wildlife. Articles in most instances should be turned out on local, rather than State basis.

State offices may be able to provide county people with a good outline. Such stories would spotlight for sportmen and the general public practices which aim at conservation of wildlife as well as soil.

On Wisconsin! - Several examples of fine State office work have recently come out of the Badger State. Details follow:

- (1) Wisconsin has issued a State information calendar monthly since November, 1940, which outlines informational and educational program for counties. An issue runs one page or two single spaced, and includes excerpts from the national AAA calendar. Credit goes to Lester Ahlswede, State Office Assistant, for initiating a fine service to counties.
- (2) The Sheboygan Press, in a spirit reflecting its masthead slogan, "The past is gone, we face today," carried a special 10-page AAA section in its February 8 issue. The news peg was a series of six AAA educational meetings in Sheboygan county the following week. The first page of the AAA section, plugging meetings, was a two-color job with hand-lettered heading and signature plates. A cartoon by a staff artist presented "The Aims of the Triple-A" as serving the welfare of farmers and consumers. The lead article on page 2 expressed the purpose of the meetings and sketched the general program. The following pages included one story on a summary of payments made in county, another filled with farmers' opinions on program, and a page detailing the county set-up. A full page was given to each of six community meetings. The lead editorial in the first news section, captioned "Let us Join Hands," urged public understanding of the program, expressly through attendance at educational meetings. The editorial concluded: "The Press dedicates a portion of this issue to the Triple-A as the first step in what we hope will be a State-wide publicity campaign. What we are doing over in Sheboygan county can be done in every agricultural county in the State if the Triple-A and the press get together like we have in this county."
- (3) Explaining AAA was the theme of a series of news articles in the Medford, Wisconsin, Star-News. The second, appearing February 6, dealt with allotments. The material was prepared in the county AAA office, according to editor's note.

Roundup of the States - Excellence of several recent State newletters (house organs) is noteworthy...California's December issue had an illustration on every page - very effective...Oregon reproduced the Mother Hubbard drawing from the December AAA Calendar with a well-written tie-in article, including reference to the Argentine corn situation...Idaho began a series titled "Farming Across the Horizon," on the final page of its December 1940 issue. Editorial send-off: "Introducing a series of short stories about the fellows across the fence - their problems, their programs - their claims on our interest and understanding."

No. 1 subject was cotton... Washington's newsletter in December balanced news and illustrations well. Two-column page, right-hand justification, makes an attractive, readable format... Wyoming combined an original illustration and good copy for its January cover. The back page reproduced three wheat charts from January Calendar... Arkansas' newsletter usually carries a drawing on page 1 just below masthead.

Arizona and Idaho introduce each weekly envelope of news stories to the county offices with a memorandum summarizing the contents. The Idaho letter, signed by State Chairman Milford J. Vaught, makes suggestions for adaptation and use... Arkansas prepared a feature, "Emphasis on Grass and Pastures in 1941 AAA," for a state farm paper which made a good local story... North Dakota released one-column mats of two new state committeemen which got a very good play in the state... Texas has sent counties a folder outlining procedure for holding farmer-businessmen meetings and suggesting materials for use at such meetings.

Publications Available -- Division of Information has available for distribution, upon request of States, quantities of these publications:

G-89, "An American Income for Cotton" (1938)

G-90, "An American Income for Wheat." (1938)

G-92, "An American Income for Corn." (1938)

G-98, "Western Grass." (limited number)

Suggestions for March News Stories

Last Chance, 1940 Agricultural Conservation Payments -- Farmers who haven't made application for payments under the 1940 ACP, should be informed that March 31 is final date.

Loan Report -- State and county stories on the extent of 1940 corn under loan will be timely this month.

Practice Stories -- States may well open up in March on educational and "success" stories plugging locally adapted practices. Farm soil-building work in March will probably go as follows:

East Central -- This is heavy month for spring seedings of lespedeza and other clovers in wheat, applications of lime and phosphate, terracing and forest tree planting. This work is expected to be especially intensive because of the earlier closing of the program year in some states.

North Central -- In the major portion of the region, especially in the southern portion, farmers may apply fertilizer, mostly phosphate,

to new seedings, rework and seed pastures in connection with pasture improvement, seed alfalfa with oats or barley, seed other legumes and grasses, construct barnyards and dams, plant trees and shrubs. Field-stand improvement work will wind up in April, but where strip-cropland are being constructed, such work will continue.

Northeast Region -- Pastures may be top-dressed with lime and superphosphate. Farmers may continue forest management practices.

Southern Region -- Leguminous and summer legumes may be planted in certain areas. Farmers may also set sodum browse, do strip-cropping, begin to turn under winter legumes, and plant home gardens where this is a practice.

Western Region -- Spreading of limestone and superphosphate will be in progress, with spring seeding of grasses and legumes getting under way in the southern part of the region.

March Radio Broadcast Tips

Farm Family Reports -- A good program idea comes from Arkansas, where Soil, Extension, and Farm Security, with the cooperation of Station WCC, Memphis, put on the "Farm Family of the Week." Information in the ABC broadcasts shows how the farm program is used on the farm, how improved farming helps the farm family.

Other States are using the same or similar ideas, though perhaps not so regularly. Helpful suggestions, not prompted by any single program, follow:

Suggestion I -- Persons who select farms to be discussed tend to pick only the best farms with already well-rounded plans. Many times a poorer farm on which only a single big improvement has been made will make a better story from the standpoint of showing how a better farming system can be developed.

Suggestion II -- Persons who select farmers to participate in broadcast often pick only the "leader" or "cooperating" type -- often those who have had least need of the program. Sometimes the lesser known type has a better story to tell.

Suggestion III -- The importance of having farmers and their families do the main job of broadcasting is often overlooked. With help, they can do a more effective job than paid employees or actors.

Sign-up Campaign -- As one step in the information program supporting the sign-up, how about this, if you have the talent and time for it? Open with a current history summary, stressing unsettled world conditions, lost liberties and economic chaos abroad, given by an editor, journalist, department member, or current history teacher. Follow with a State committee representative who may point out that much of United States agriculture is now confronted with serious problems, that if farmers wish to preserve what those abroad have lost, everyone should make use of the economic democracy provided by the farm program. One of the strongest arguments for participation

In program is the fact that the destruction of democracy, both political and economic, is the aim of certain world forces.

March Week and News Hour -- The special series by AAA Directors and the Administrator, "American Farmers in a World at War," continues through March. Discussions of regional problems and programs, will be handled, on March 3, by W. G. Finn, East Central Director; on March 17, by A. W. Manchester, Northeast Director; March 24, H.B. Boyd, Special Programs Director, will discuss problems of Alaska, Hawaii, and Puerto Rico. On March 31, Administrator H. M. Evans will summarize and close the series. Future plans call for documentation by farmers of problems discussed by the directors and the Administrator.

Special Meetings

Northeast Events -- Two county committeemen and a state committeeman of New York will participate in a broadcast March 6 over WNY, Schoenectady. Oneida County, N. Y. will sponsor a countywide meeting of AAA farmers and businessmen, March 10. Director A. W. Manchester will speak.

Northeast Regional Conference -- NEAR state committeemen, state executive assistants, key state office men, and representatives of field staff and county committees will meet in Washington March 12-14 to review AAA operations in region and to consider needed revisions -- preliminary to drafting recommendations for National AAA conference.

State Meetings -- Meetings in most states will concentrate on special points of sign-up and participation drives. In wheat and corn areas meetings will hear of marketing quotas. In cotton states, meetings in connection with the Supplementary Cotton program will be under way.

Developments in the Commodity Programs

Wheat Check-Up -- Compliance measurements will be made in March in East Central States. Pre-measurement will be under way in several counties, on an experimental basis.

Other crops -- Refer to special material in the first part of Calendar.

Visual Education For March

Window Exhibit -- Many county AAA offices have excellent display windows through their location in stores on business streets. From time to time, the Calendar will contain ideas for exhibits for use in this valuable medium for public relations, which States may hand down with or without modifications. To start with, three effective window display cards may be created from the "parity panels" included in the illustrations with this calendar. Here's how: obtain three, two, or just one of these advertising easel display boards, which often may be obtained from grocers and druggists. Have a county office clerk or sign-writer letter

Use copy on a fresh piece of poster board (get it at printing office) cutting the illustration. Affix poster board to wall. Then in place for illustration, put an empty corn flakes package, a man's coat or neatly laundered shirt (change the figure to fit the picture), or a real or dummy loaf of bread. Such a display has a three-dimensional effect. The window may be dressed up with corn stalks, wheat heads, lint cotton, or other appropriate material. Somewhere in the display get in the fact, "Parity is an AAA goal."

Referendum Pictures -- Possible corn, cotton, and wheat referendums will call for pictures to be used in states' own informational material, and now is good time to list and take the pictures which will likely be required.

Soil-Building Pictures -- Spring is an important time to take pictures of soil for state files. Look out for opportunities to get pictures of water run-off on protected and unprotected land. In the West, turn the land or tracts which went through winter without cover and are now in bare condition. If the farmer plants a cover crop, the "after" effect on the same tract can be recorded next fall.

1941 Portable Exhibit -- The design for the 1941 AAA portable exhibit lines up with national defense. The centerpiece is a gun turret through which two gun barrels protrude, labeled "Food Reserves" and "Soil Reserves." The wings, each consisting of a bromide enlargement and silk screen mural, depict the reserves of food and soil fertility under AAA. The caption on the turret reads, "Double Barreled Defense through your AAA Program."

In Process -- Proofs of wheat maps have been sent to the States for orders and a similar series for corn is in preparation. The first showing of a set of color slides on cover crops was made at New Orleans, and sets will be available shortly. East Central Region plans to issue newspaper maps illustrating 1940 soil-building accomplishments in the States. A new film strip presenting the wheat situation in charts and pictures will be ready about April 1 for use at wheat educational meetings.

Recent New Publications

"Agriculture in the Americas" -- Agricultural developments and possibilities in western hemisphere nations is the general theme of a new monthly publication prepared by the Office of Foreign Agricultural Relations. Vol. 1, No. 1 articles discuss the agricultural surplus-and-deficit problem, the economic importance of rubber and the necessity of an accessible, continuous supply of the raw material, and the agricultural and economic life of Bolivia. Arrangements are being made whereby State AAA offices will receive this publication.

Illustrations
For March

Let For Use -- As a service to state offices, several new illustrations were included with this calendar. This service will be further developed if states find it useful. The Division of Information welcomes evidence of use and adaptation, also any and all suggestions for improving this service. If you have an idea for a drawing or cartoon which also may be used in other States, send in the details.

This month's illustrations are in line with suggestions made from the field that drawings be as simple as possible. The cartoons have been designed for use in current informational programs, while the small spot illustrations may be useful at any time. An exception is the shounrock lettered ACP, etc. Some general pointers follow:

AAA Chain -- Designed to apply to wheat and corn, this drawing shows a farmer forging a new link in the chain between supply and demand. A caption such as "Make it strong, mister!" relates to the saying that "A chain is only as strong as its weakest link." Another thought is that the new link is necessary if the relationship between the two ends is to be maintained.

Non-cooperator -- This is a way of saying that the non-cooperator has been profiting by the efforts of AAA cooperators. The illustration may be considered for letters, envelope enclosures, etc.

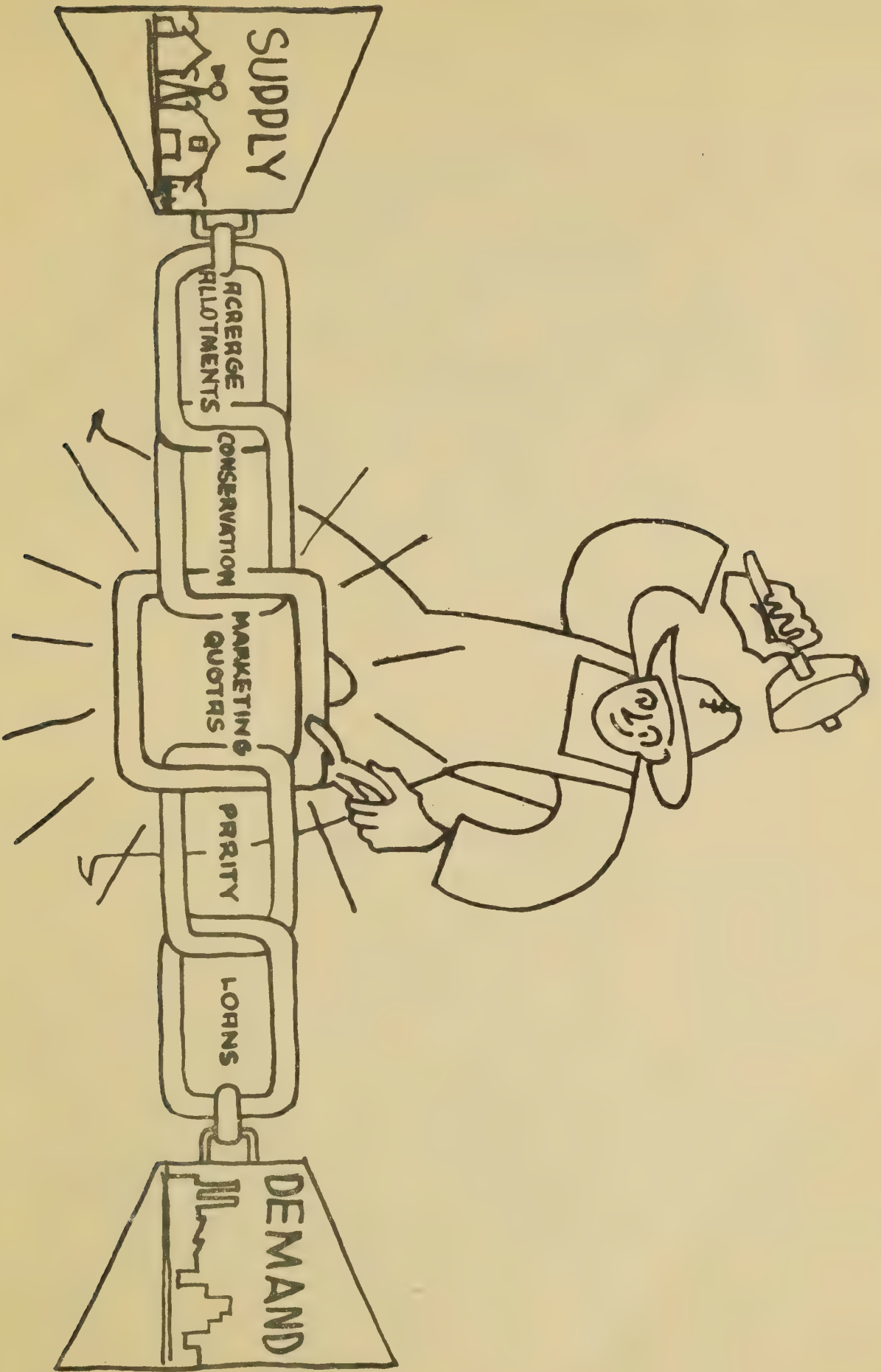
Supplementary Cotton Program -- Based on the phrase, "two birds with one stone," this shows the dual objective of the new voluntary acreage reduction and "production for storage" program. In mimeographing, the labels (arrows) may be simplified and typewritten text used. It is thought that this cartoon might be helpful in non-cotton states where reference is made to the special program.

Hemisphere Cooperation -- Through cooperation, the United States farmer and his Latin American cousin may reach solutions of common problems. This may be used with official quotations bearing out the same thought.

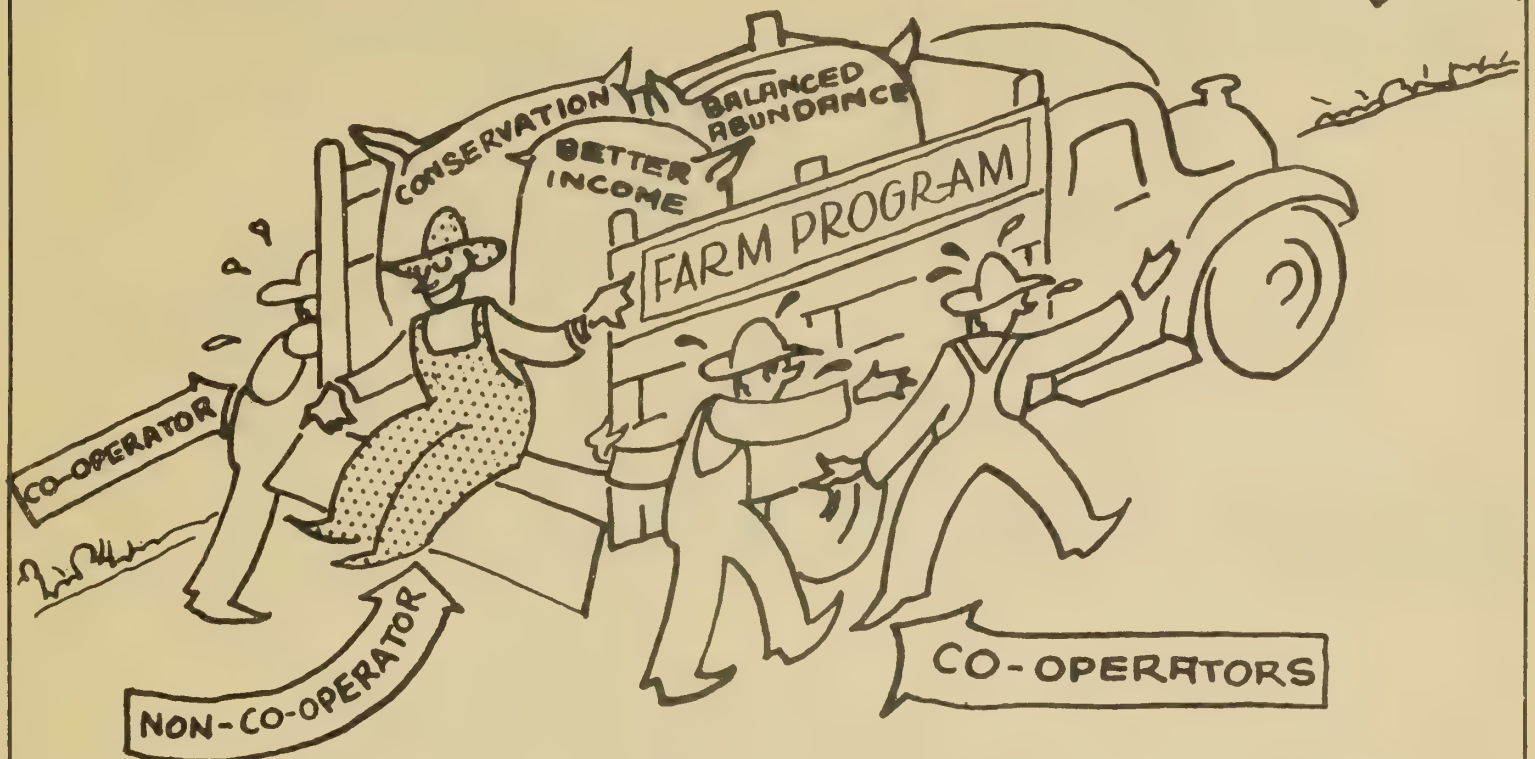
Parity Panels -- The three drawings and the facts on which they are based have a number of possibilities. Administrator R. M. Evans used the data in his speech January 29, 1941 at Des Moines, Iowa. You should use retail prices in line with local price levels, as those given may be too low or too high. Elsewhere in this calendar is a suggestion for converting the panels into window display material.

Additional copies -- At present the Division of Information orders only enough copies of these multilithed drawings for use in the Calendar. If States wish to obtain enough copies to send one to every county in each State, we shall make arrangements to do so.

#####



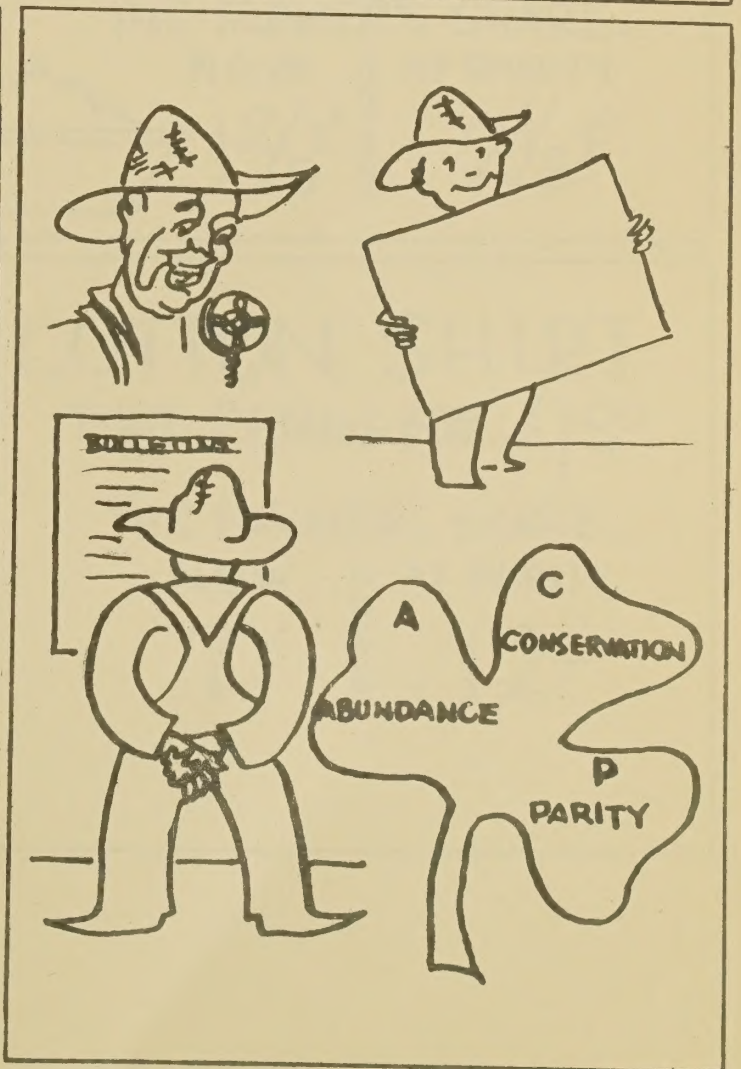
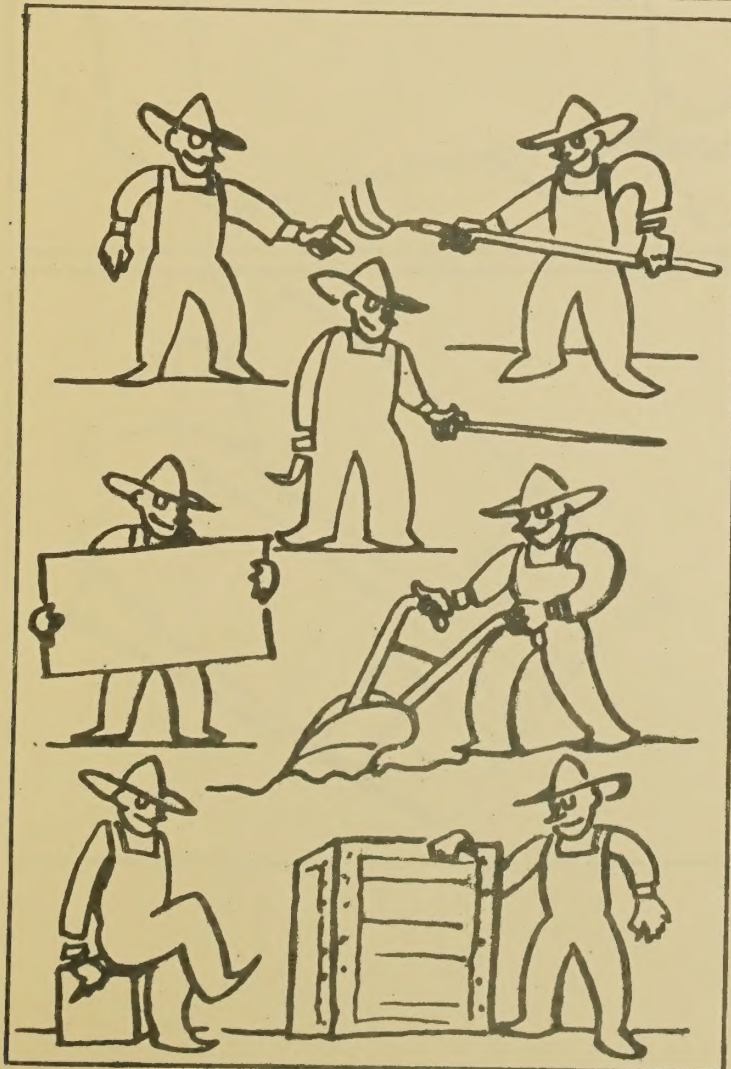
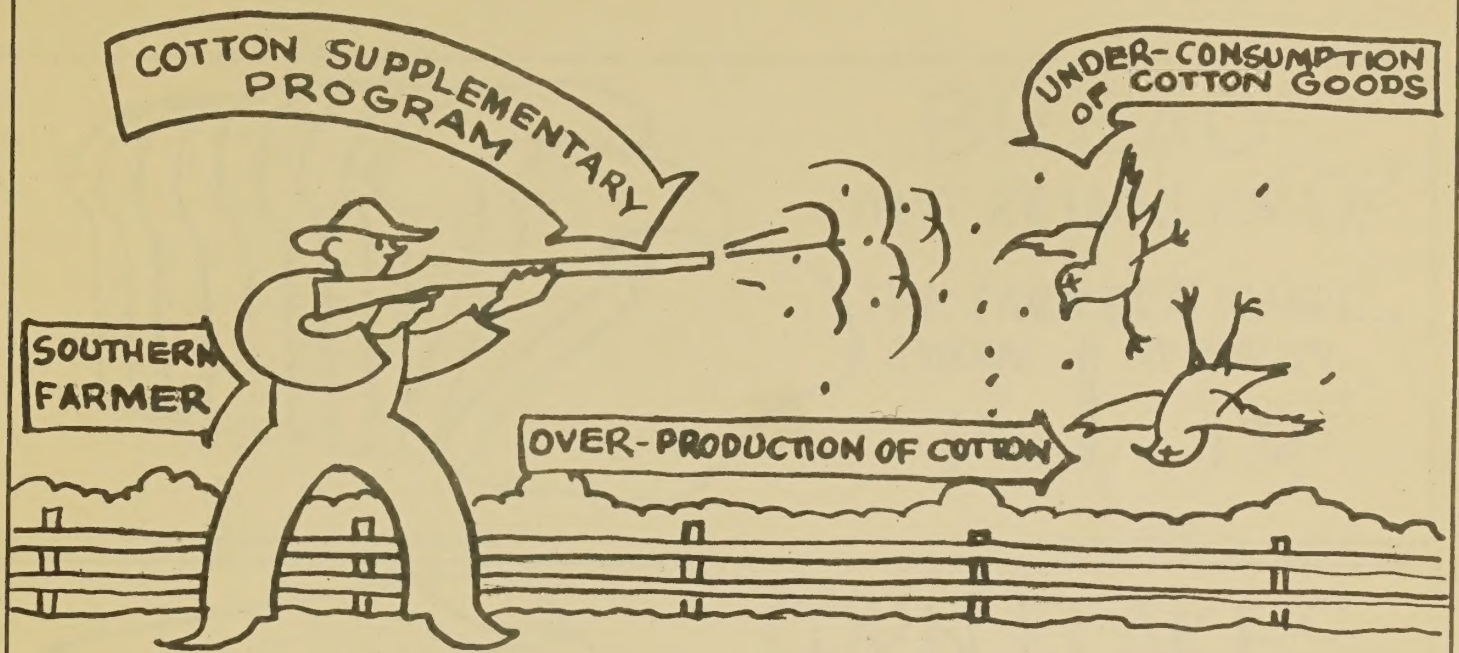
TIME TO GET OFF AND PUSH

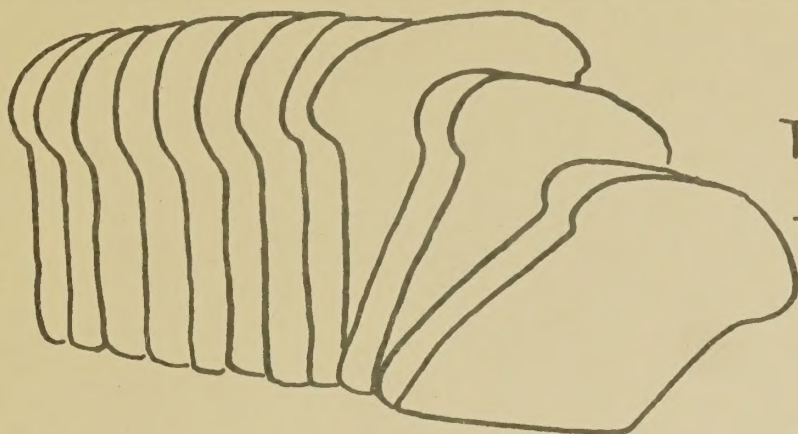


LET'S USE THIS TRUCK NEIGHBOR



"TWO BIRDS WITH ONE SHOT"





BREAD
THAT RETAILS FOR 9¢

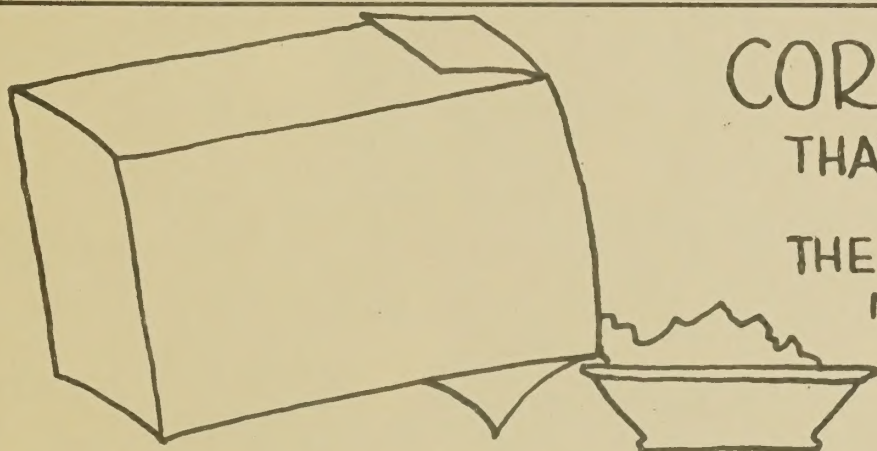
THE FARMER'S SHARE..

NOW

1¢

|| AT PARITY

1 3/4¢



CORN FLAKES
THAT RETAILS FOR 7¢

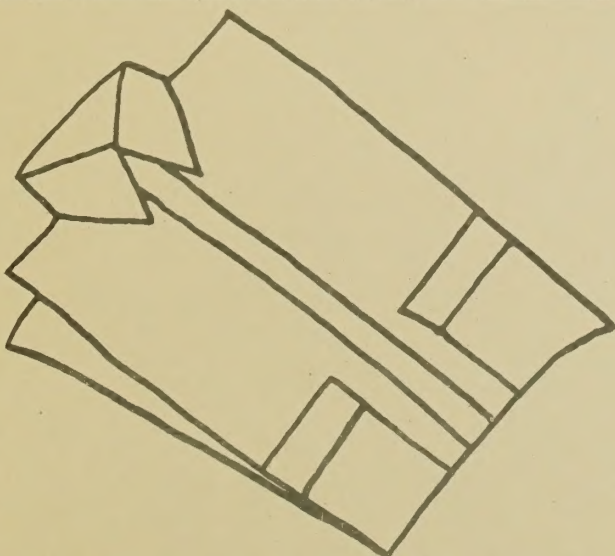
THE FARMER'S SHARE..

NOW

1 2/5¢

|| AT PARITY

2 1/5¢



COTTON SHIRT
THAT RETAILS FOR \$1.00

THE FARMER'S SHARE..

NOW

7¢

|| AT PARITY

12¢

